From: Daragan, Karen on Thu, Feb 16, 1995 1:23 PM

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Subject: FW: Club B&H Markets
To: Dillard, Jack; Paluszek, Matt; Pontarelli, Jim
Cc: Carraro, Tara

FYI. I think I have mentioned to you before that B&H is testing a new promotional program called "Club B&H" to tie in with their humorous advertising campaign that depicts the lengths smokers go to enjoy a cigarette today. Club B&H is almost like a traveling exhibit that serves a private club for smokers. It offers entertainment and refreshments and smokes. B&H pack signage everywhere. No alcohol. Have to be 21 and a smoker to enter. It's not enclosed. It will be at state fairs, in shopping mall parking lots and outside sports arenas. Do you foresee any problems in the below recommended markets? TC will forward you the message points and Q&A we have developed for Tampa test market. Please advise. kd.

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